LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY INC.
AD# FSI115-C4-REQ# M22556-"NEW CAMBRIDGE LOWEST $1.00 OFF 2 PACKS"-PG, 4/C (8x10-13/16)-PSI, 1991
Printed in U.S.A.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Kings: 1.0 mg "tar," 0.1 mg nicotine—100's: 2.0 mg "tar," 0.2 mg nicotine av. per cigarette by FTC method.

New Cambridge Lowest.

Only 1mg tar.

1 mg tar

1 mg tar

The Low-Priced Alternative.

TRIAL OFFER

Also available in 100s.

STORE COUPON

$1.00 OFF

Good for $1.00 off on two packs of any style Cambridge Lowest.

Please fill in the following information

Address _____ Apt # _____

City _____

State _____ ZIP _____

Phone ( ) _____

Date of Birth ___/___/___ ☐ Male ☐ Female

Signature _____ (required)

What is your regular brand of cigarettes—that is the brand you smoke most often?

_____ (full brand name)

MANUFACTURER'S COUPON [illegible]

© Philip Morris Inc. 1991

2061193369

Source: https://www.industrydocuments.ucsf.edu/docs/xyxx0001

2061193369